

ORDER



KLAS

Orders Order / Rev: 37233
Alt Order #: 08863279
Product Desc: BERKLEY/SENATE/D
Estimate:
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	105	\$45,580.00	\$38,743.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	105	\$45,580.00	\$38,743.00	0.00
Totals	105	\$45,580.00	\$38,743.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
KLAS	30%	\$45,580.00

Market	100%	\$151,933.33
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,983.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,596.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/12/12	09/14/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	--WTF--	:30	6	\$40.00	LV2	0.00	NM	6	\$240.00
NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 09/10/12		09/16/12	--WTF--	6	\$40.00	0.00									
E 2	8	09/17/12	09/17/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 14	8	09/17/12	09/17/12	Live w/Kelly	CM	9-10a	M-----	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00	
LIVE WITH KELLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12 09/23/12 M----- 2 \$250.00 0.00																
E 15	8	09/12/12	09/14/12	Y&R	CM	11a-12p	--WTF--	:30	2	\$1,500.00	LV2	0.00	NM	2	\$3,000.00	
YOUNG AND RESTLESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 --WTF-- 2 \$1,500.00 0.00																
E 16	8	09/17/12	09/17/12	Y&R	CM	11a-12p	M-----	:30	1	\$1,500.00	LV2	0.00	NM	1	\$1,500.00	
YOUNG AND RESTLESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12 09/23/12 M----- 1 \$1,500.00 0.00																
E 17	8	09/12/12	09/14/12	1230-2p Soaps/ LMAD	CM	1230-2p	--WTF--	:30	6	\$900.00	LV2	0.00	NM	6	\$5,400.00	
Soaps / Let's Make A Deal																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 --WTF-- 6 \$900.00 0.00																
E 18	8	09/17/12	09/17/12	1230-2p Soaps/ LMAD	CM	1230-2p	M-----	:30	2	\$900.00	LV2	0.00	NM	2	\$1,800.00	
Soaps / Let's Make A Deal																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12 09/23/12 M----- 2 \$900.00 0.00																
E 19	8	09/12/12	09/14/12	630-7p Inside Edition	CM	630-7p	--WTF--	:30	3	\$875.00	LV2	0.00	NM	3	\$2,625.00	
Inside Edition																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 --WTF-- 3 \$875.00 0.00																
E 20	8	09/17/12	09/17/12	630-7p Inside Edition	CM	630-7p	M-----	:30	1	\$875.00	LV2	0.00	NM	1	\$875.00	
Inside Edition																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12 09/23/12 M----- 1 \$875.00 0.00																
E 21	8	09/16/12	09/16/12	8 News Now Sun	5-7p	CM	4-430p, 630-7p	-----S	:30	1	\$600.00	LV2	0.00	NM	1	\$600.00
8 News Now Sun																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 -----S 1 \$600.00 0.00																
E 22	8	09/15/12	09/15/12	8 News Now Sat	5-7p	CM	5-7p	-----S-	:30	1	\$175.00	LV2	0.00	NM	1	\$175.00
8 News Now Sat 5-7p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 -----S- 1 \$175.00 0.00																
E 23	8	09/12/12	09/14/12	8 News Now 5-630p	M-FCM	5-630p	--WTF--	:30	6	\$375.00	LV2	0.00	NM	6	\$2,250.00	
M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 --WTF-- 6 \$375.00 0.00																
E 24	8	09/17/12	09/17/12	8 News Now 5-630p	M-FCM	5-630p	M-----	:30	2	\$375.00	LV2	0.00	NM	2	\$750.00	
M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12 09/23/12 M----- 2 \$375.00 0.00																
E 25	8	09/12/12	09/14/12	8 News Now 4p	M-F	CM	4-5p	--WTF--	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12 09/16/12 --WTF-- 3 \$300.00 0.00																
E 26	8	09/17/12	09/17/12		CM	4-5p	M-----	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 4p M-F															
8 News Now 4p M-F															
(4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12	09/23/12	M-----			CM	1	\$300.00			0.00					
E 27	8	09/15/12	09/15/12	Sat 7-8p - ET Wknd Ent Tonight Weekend		7-8p			-----S-	:30	2	\$175.00	LV2	0.00	NM
ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	-----S-			CM	2	\$175.00			0.00					
E 28	8	09/12/12	09/14/12	7-8p Rotator 7-8p Rotator		7-8p			--WTF--	:30	5	\$1,000.00	LV2	0.00	NM
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	--WTF--			CM	5	\$1,000.00			0.00					
E 29	8	09/17/12	09/17/12	7-8p Rotator 7-8p Rotator		7-8p			M-----	:30	2	\$1,000.00	LV2	0.00	NM
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12	09/23/12	M-----			CM	2	\$1,000.00			0.00					
E 30	8	09/12/12	09/14/12	Letterman Letterman		1135p-1237a			--WTF--	:30	3	\$750.00	LV2	0.00	NM
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	--WTF--			CM	3	\$750.00			0.00					
E 31	8	09/17/12	09/17/12	Letterman Letterman		1135p-1237a			M-----	:30	1	\$750.00	LV2	0.00	NM
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12	09/23/12	M-----			CM	1	\$750.00			0.00					
E 32	8	09/12/12	09/14/12	Craig Ferguson Craig Ferguson		1237a-137a (12:37 XM-1:37 XM)			--WTF--	:30	5	\$115.00	LV2	0.00	NM
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	--WTF--			CM	5	\$115.00			0.00					
E 33	8	09/17/12	09/17/12	Craig Ferguson Craig Ferguson		1237a-137a (12:37 XM-1:37 XM)			M-----	:30	1	\$115.00	LV2	0.00	NM
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12	09/23/12	M-----			CM	1	\$115.00			0.00					
E 34	8	09/15/12	09/16/12	8 News Now 11p Sa/Su CM 8 News Now Sa/Su 11p		11-1135P			-----SS	:30	2	\$350.00	LV2	0.00	NM
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	-----SS			CM	2	\$350.00			0.00					
E 35	8	09/12/12	09/14/12	8 News Now 11p M-F 8 News Now 11p M-F		11-1135p			--WTF--	:30	2	\$500.00	LV2	0.00	NM
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	--WTF--			CM	2	\$500.00			0.00					
E 36	8	09/17/12	09/17/12	8 News Now 11p M-F 8 News Now 11p M-F		11-1135p			M-----	:30	1	\$500.00	LV2	0.00	NM
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12	09/23/12	M-----			CM	1	\$500.00			0.00					
E 37	8	09/15/12	09/15/12	Politics Now S Sebelius CM Politics Now S Sebelius		Various (5:30 PM-6:00 PM)			-----S-	:30	1	\$250.00	LV2	0.00	NM
POLITICS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12	09/16/12	-----S-			CM	1	\$250.00			0.00					
E 38	8	09/16/12	09/16/12	CBS Sunday Morni-----S		-----S			:30	1	\$325.00	LV2	0.00	NM	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS News Sunday Mornii															
CBS News Sunday Morning															
CBS SUNDAY MORNING															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	-----S	1	\$325.00	0.00										
E 39	8	09/16/12	09/16/12	8 News Now Sun AM #CM	8 News Now Sun A-----S	:30		1	\$850.00	LV2	0.00	NM		1	\$850.00
8 News Now Sun AM #2															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	-----S	1	\$850.00	0.00										
E 40	8	09/16/12	09/16/12	Face The Nation	CM	Face The Nation	-----S	:30	1	\$940.00	LV2	0.00	NM	1	\$940.00
Face The Nation															
FACE THE NATION															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/10/12	09/16/12	-----S	1	\$940.00	0.00										
Totals												105	\$45,580.00		